



**ATARI®**

1982

**DEALER  
ADVERTISING  
PLANNER**







**General Information**  
**Home Computer Division**





# ADS THAT SELL!

Before you start preparing your ad campaign, analyze your competitive situation, your general market and dealerships in your area. The more background material you collect, the better your chances for a successful promotion.

Establish a specific position within your marketplace. Areas to consider are service, special event, neighborhood dealer or any special situation that would single out your location. Whatever position you choose should contain a unique selling proposition — benefits that can easily be translated in the consumer's mind to establish you as a good dealer in the merchandising and back-up of the product you are selling.

## NEWSPAPER NEW FOR 1982 STANDARD ADVERTISING UNITS

The "Standard Advertising Unit" (SAU) system was created to simplify advertising in newspapers. Under this system, newspaper space is purchased by unit, rather than by line. This system is approved by all the newspaper publisher associations and has been in effect in many newspapers since September 1981.

The SAU number indicates the size of an ad. For example, SAU 20 identifies an ad  $4\frac{1}{4}$ " wide and  $3\frac{1}{16}$ " deep. Because the size of each Standard Advertising Unit is established, an advertiser knows exactly how his ad will appear and how much it will cost. Publishers, of course, set the rates and any discounts.

Most publications have endorsed this new system. However, unless the publisher wants to impose a restriction, advertisers are not bound by SAU sizes.

All materials provided in your 1982 Dealer Ad-Planner have been produced to fit the new unit sizes. The newspaper ads in the Ad-Planner appear in the following sizes:

SAU 13 — $6\frac{5}{16} \times 10\frac{1}{16}$	SAU 7 — $9\frac{5}{8} \times 13\frac{1}{16}$
SAU 18 — $4\frac{1}{4} \times 6\frac{1}{16}$	SAU 20 — $4\frac{1}{4} \times 3\frac{1}{16}$
SAU 10 — $8\frac{1}{16} \times 10\frac{1}{16}$	

## USING NEWSPAPERS EFFECTIVELY

Newspaper advertising permits you to communicate on a fairly low-cost basis . . . without having to participate in a long-term contract. The option to place ads and change them on rather short notice makes newspapers a very flexible medium in which to work.

Making sure you consider your audience and the product you feature in your ad will position you in the right area from the start of your campaign.

Ad size is an important factor in selling your product. Large space ads (30 to 40 inches) attract more attention

by their size. Schedule them once or twice a week, depending on your budget and schedule. Small space ads (15 inches or less) are most effective in a concentrated effort, two or three times a week. Small ads, run on a frequent basis, are better than one big ad run once a month. When budget permits, they may also be used to support a larger ad.

Be selective about what sections your ad appears in to get the most readership. The basic positions in which to place your ads are:

- 1) General News Section — to reach nearly everyone who reads the paper.
- 2) Sports Section — to concentrate on male readers.
- 3) Classified — to reach "in market" prospects.
- 4) Food/Fashion/Society — to reach female readers.
- 5) Business/Finance/Radio/TV/Amusement — for men and women.

Request that the newspaper position your ads far forward in the section, on the right-hand page, above the fold. If your ads are small to medium size, urge the paper to position the ads near the top of the page. Since readership is about equal on all days, select the days that best suit your advertising situation: Sunday/Monday for early-week specials, Thursday/Friday for weekend traffic.

## RADIO

Radio allows you to reach a specific target audience with a high rate of frequency at a comparatively low cost. However, it does not have the impact of a printed message. Products cannot be illustrated and the message cannot be saved for future reference. Using radio can be beneficial in some areas, so the usage should not be underrated. It usually works best in combination with other media.

### TERMINOLOGY

Morning drive time	6:00 - 10:00 A.M.
Afternoon drive time	3:00 - 7:00 P.M.
Housewife time/daytime	10:00 A.M. - 3:00 P.M.
Evening	7:00 P.M. - Midnight
Weekend	Generally, 10:00 A.M. - 7:00 P.M.

**Run-of-Station (ROS):** The station determines when the spots will run.

**Fixed Position:** A specific day-part; the commercial is aired in the same time period each day or week.

**Adjacencies:** Commercial placed next to specific programming.

**Arbitron (ARB):** The leading syndicated service for measuring radio audiences.

**Cost Per Thousand (CPM):** Ratio of cost for radio time to each 1000 listeners it reaches.



**Tap Plan (Total Audience Plan):** Spot package consisting of a combination of spots in each time classification designed to deliver the greatest reach of a station's audience.

## TELEVISION

Television's reach and effectiveness can make up for the large investment. You can reach a large market area quickly, displaying your product and calling out features and benefits to the viewing audience. Sight, sound, color and motion can all play a factor in promotion of your product for great impact.

### TERMINOLOGY

**Area of Dominant Influence:** Each ADI market consists of all counties in which the home market stations receive the majority of viewing (50% or more). Every county in the U.S. is allocated exclusively to only one ADI.

**Reach:** An estimate of the number of people in the viewing audience.

**Frequency:** The average number of times each individual "reached" was exposed to the message.

**Gross Rating Points:** Reach times Frequency equals Gross Rating Points. It's a measure of duplicated audience. When the GRP's are projected to the population base, the resulting figure is termed **gross impressions delivered**.

**Cost Per Thousand:** The advertising cost to reach 1000 households.

**Flighting:** An advertising campaign that runs for a specified number of weeks, followed by a period of inactivity, after which the campaign resumes.

**Preemptible Rate:** A rate subject to cancellation by another advertiser paying a higher rate.

**Product Protection:** A time separation between the airing of commercials for competitive products.

**Rating:** A survey estimate of the size of a television audience.

**Roadblocking:** Running spots on all stations at specific time periods.

**Run-of-Schedule (ROS):** Commercial announcements which can be scheduled at the station's discretion any time during the period specified by the seller (e.g., ROS, 10:00 A.M. - 5:00 P.M., Monday through Friday).

**Share of Audience:** The percentage of the total viewing audience in a specific time period tuned to a particular station or program.

**Tag:** Dealer identification usually added to the end of a commercial announcement to advise viewers where the advertised product can be purchased.

## OUTDOOR

This mode of advertising can be a "support" system to your other advertising media. The first step in outdoor advertising is to find an effective location. It should be within viewing sight of the passer-by, and in a well-traveled area. Keep your message short and clear.

### TERMINOLOGY

**Imprints:** A strip on which is printed the name and usually the address or telephone number of the local dealer handling the product advertised.

**Poster Showing:** The unit of sale in outdoor advertising.

**Poster:** A 24-sheet poster, providing a copy area 8'8" high by 19'6" wide, is the standard unit used in the outdoor advertising field. A 30-sheet poster with copy area measuring 9'7" by 21'7" permits a larger design to be posted to the standard poster panel.

**Rotating Paint:** The process of moving the advertiser's message from one painted display location to another at stated intervals in order to achieve more complete coverage of a market.

## DIRECT MAIL/FLYERS

An effective way to get your message to your target audience is by direct mail. Direct mail can be used to advertise almost anything — specific services, new products, or special sales. It's a good way to keep in touch with your established customers or contact prospective buyers. There's no limit to the length of your message to the prospect or customer. Using the direct mail approach is also another way to support your newspaper advertising campaign.

The key to an effective direct mail campaign is a good mailing list. Your own customers are an excellent source of prospects. For professionally prepared lists, consult a competent list broker or compiler.

### TERMINOLOGY

**House Lists:** Look through your sales and service list of customers. You'll probably be surprised at the number of names and referrals you've acquired.

**Mail Response Lists:** The persons on these have a history of responding to direct market appeals. The lists are most commonly rented through mailing list brokers or syndicators. They are usually not sold.

**Compiled Lists:** These are lists compiled from one or more sources. There are compilations by age, occupation, educational attainment, or even warranty card returns.

**Business List:** This is a list of persons or companies that share business-associated interests, inquiries, memberships, subscriptions, or purchases. This type of list can be of great value because the persons on it tend to be upwardly mobile and affluent.



# ATARI® TRADEMARK USAGE STANDARDS

## ACCEPTED USAGE

### 1. PREFERRED



Symbol and Logotype



Logotype Alone

Positive or reverse (negative). Mark element to remain clear of any secondary graphic devices that detract from the recognition of the mark.

## COLOR STANDARDS

Any color to allow visual compatibility with application. If both Symbol and Logotype are used, both shall use the same "color."

## WARNER TRADEMARK USAGE



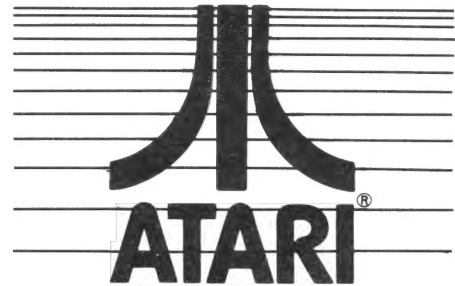
A Warner Communications Company

A Warner Communications Company



A Warner Communications Company

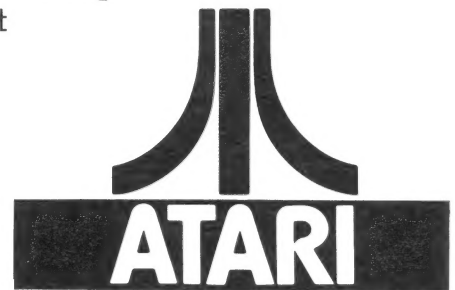
## UNACCEPTABLE USAGE



Lines behind Logo



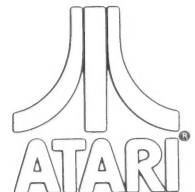
Logo with "Shape"  
Around It



Separation of Elements with Color Panels



Symbol Alone



Outline or Stencil

**Under no circumstances is the symbol to be redrawn, reproportioned or modified in any manner. It must always be photomechanically reproduced from approved reproduction art.**







**ATARI VIDEO COMPUTER SYSTEM  
1982 U.S. CONSUMER MEDIA PLAN**

<u>MEDIA</u>		JAN.	FEB.			MARCH			APRIL			MAY			JUNE			JULY			AUG.			SEPT.			OCT.			NOV.			DEC.																				
WEEK OF:		4	11	18	25	1	8	15	22	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27
NETWORK TV																																																					
SPOT TV																																																					
VCS Competitive																																																					
(45% U.S.)																																																					
20 Markets																																																					
NETWORK RADIO																																																					
NATIONAL MAGAZINES																																																					
Education																																																					
Competitive																																																					
Advanced System																																																					
SUNDAY NEWSPAPERS																																																					
Special Programs																																																					
(45% U.S.)																																																					
20 Markets																																																					















## **ATARI® HOME COMPUTERS 1982 COOPERATIVE ADVERTISING PROGRAM**

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Atari, Inc.'s Cooperative Advertising Program's purpose is to increase retailers' sales of ATARI Home Computers. It can be designed to fit each retailer's specific advertising needs for ATARI Home Computer products. Reimbursement for ATARI Home Computer advertising is made easy by adhering to the following rules:

### **ALLOWANCE**

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- ☐ 5% accrual based on net cost of purchases to retailers for purchases directly from Atari.
- ☐ 4% accrual based on net cost of purchases to retailers for purchases through distributors.
- ☐ 100% of actual net cost of advertising up to accrual limit.
- ☐ Available to all retailers (even through distributors).

### **MEDIA**

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Local, regional or national

- |  |                                     |
|--|-------------------------------------|
| <input type="checkbox"/> Newspapers          | <input type="checkbox"/> Radio      |
| <input type="checkbox"/> Magazines           | <input type="checkbox"/> Television |
| <input type="checkbox"/> Consumer Circulars  | <input type="checkbox"/> Catalogs   |
| <input type="checkbox"/> Outdoor Advertising |                                     |

### **EFFECTIVE DATES**

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- ☐ Buy-in: January 1 to December 31, 1982.
- ☐ Performance Period: January 1, 1982 to February 28, 1983.
- ☐ Claim deadline: Each claim is due within 90 days from date of ad. All claims due by April 15, 1983.

**ATARI®**  
HOME COMPUTERS



# HERE'S HOW THE ATARI HOME COMPUTER COOPERATIVE ADVERTISING PROGRAM WORKS

## MEDIA REQUIREMENTS

### NEWSPAPER, NEWSPAPER INSERT AND MAGAZINE

All advertising must prominently include the ATARI name, logo and illustration(s), the name(s) of the selected ATARI Home Computer products being advertised, all pertinent ATARI trademarks (including ® or ™ symbol), and the name(s) of the retailer(s) where the consumer may purchase the advertised ATARI Home Computer product.

If the advertising is not devoted exclusively to ATARI Home Computer products, Atari will reimburse only for the net cost of the portion of the advertising which is devoted to ATARI Home Computer products. All ATARI Home Computer ads should appear in the main body of the advertising retailer(s) ad.

The net cost of the advertising means the amount actually paid to the media utilized less all discounts, rebates, taxes, cancellation or retraction fees and interest or finance charges.

All newspaper, newspaper insert, or magazine advertisements must be placed in newspapers or magazine publications of general paid circulation in the geographic area served by the advertising retailer(s).

Under no circumstances will the reimbursement made by Atari for newspapers, newspaper insert or magazine advertising exceed the actual cost.

### CONSUMER CIRCULAR AND CATALOG

All advertising must prominently include the ATARI name, logo and illustration(s), the name(s) of the selected ATARI Home Computer products being advertised, all pertinent ATARI trademarks (including ® or ™ symbol), and the name(s) of the retailer(s) where the consumer may purchase the advertised ATARI Home Computer product.

If the advertising is not devoted exclusively to ATARI Computer products, Atari will only reimburse for the net cost of the portion of the advertising which is devoted to ATARI Computer products.

The net cost of the advertising means the amount actually paid to the media utilized less all discounts, rebates, taxes, cancellation or retraction fees and interest or finance charges.

Note: Department store seasonal catalogs require prior approval. See your Sales Representative for a participation form.

### RADIO AND TELEVISION

All advertising must prominently include the ATARI name, the name(s) of the selected ATARI Computer products being advertised, all pertinent ATARI trademarks (including ® or ™ symbol), and the name(s) of the retailer(s) where the consumer may purchase the advertised ATARI Computer product.

If the advertising is not devoted exclusively to ATARI Computer products, Atari will only reimburse for the net cost of the portion of the advertising which is devoted to ATARI Computer products. *No competitive computer products* may be featured in the same spot with ATARI Computer products.

The ATARI Home Computer product name must be mentioned at least as many times as that of the retailer.

The net cost of the advertising means the amount actually paid to the media utilized less all discounts, rebates, taxes, cancellation or retraction fees and interest or finance charges.

All radio and television advertising must be on commercial broadcasting (AM or FM) or telecasting stations which have published time rates and which are licensed as such by the Federal Communications Commission.

### OUTDOOR ADVERTISING

All advertising must prominently include the ATARI name, logo and illustration(s), the name(s) of the selected ATARI Computer products being advertised, all pertinent ATARI trademarks (including ® or ™ symbol), and the name(s) of the retailer where the consumer may purchase the advertised ATARI Computer product.

*No competitive computer products* may be featured on the same outdoor advertisement with ATARI Computer products.

The net cost of advertising means the amount actually paid to the media utilized less all discounts, rebates, taxes, cancellation or retraction fees and interest or finance charges.

Note: Outdoor advertising should be kept simple and straight to the point. Creative assistance is available through the Atari Advertising Department.



# CLAIM REQUIREMENTS

## NEWSPAPER, NEWSPAPER INSERT AND MAGAZINE

Each newspaper, newspaper insert, or magazine advertising claim submitted for reimbursement must include:

A complete tear sheet indicating the name of the publication and the date(s) of the advertising.

Copies of all invoices and/or other documents necessary to show the actual net cost of the advertising.

Each newspaper insert (preprint) advertising claim submitted for reimbursement must include:

A complete copy of the insert, the printer's invoice and the newspaper's invoice for the insertion charges. Claims submitted without full documentation will be paid according to Atari's guidelines based on national average costs for similar items.

## CONSUMER CIRCULAR AND CATALOGS

Each consumer circular and catalog advertising claim submitted for reimbursement must include:

A complete copy of the circular, including the date(s) the circular was distributed.

Copies of all printers' invoices and other documents necessary to show the actual net cost of the advertising.

Copies of U.S. postal receipts or other proof of distribution.

A signed affidavit by the claimant confirming that the consumer circular was distributed.

A letter certifying the number of catalogs printed will be required when submitting a claim for catalogs.

Note: Department store claims for seasonal catalogs must be submitted with a participation form to qualify for co-op reimbursement.

## RADIO AND TELEVISION

Each radio or television advertising claim submitted for reimbursement must include:

A copy of all scripts used on the ANA/RAB or TvB format.

Copies of all invoices necessary to show the actual net cost of the advertising.

An affidavit from the station official which confirms the number of ATARI Home Computer commercials run, the time at which each commercial was run, and the rates charged. *No program sponsorships allowed. Only spot purchases qualify for reimbursement. No trade or barter.*

## OUTDOOR ADVERTISING

Each outdoor advertising claim submitted for reimbursement must include:

Copies of all print and production invoices.

Copies of invoices from the outdoor advertising company.

A complete list of all locations, including addresses and photographs.

## SPECIAL PROMOTIONS

Atari understands your need for occasional special promotional activity. The cost of any advertising not specified within the other sections of this program will be reimbursed by Atari after a written request for authorization has been approved by Atari. The request for authorization should include a brief description, pictures and/or drawings, and estimated cost.

Any requests for variances from the ATARI Home Computer Co-op Program should be directed to the Home Computer Division Sales Promotion Manager. *No other department or representative of Atari is authorized to approve any deviation from the printed co-op program.*

A copy of the written authorization must be submitted with each claim when reimbursement is requested.

## ACCRUAL

Atari will establish two types of advertising accounts for retailers who purchase ATARI Home Computer products (the "products") during the specified buy-in periods:

(1) For purchases by retailers directly from Atari, the advertising account will accrue co-op funds equal to 5% of the actual net cost of the products shipped to the retailer during the buy-in period, and

(2) For purchases by retailers through distributors with whom they have entered into a cooperative arrangement, the advertising account will accrue co-op funds equal to 4% of the actual net cost of the products shipped to the distributor during the buy-in period.

Note: Each retailer may elect to purchase the products directly from Atari or through a distributor or both in order to participate in either or both of these cooperative advertising account programs.

The actual net cost of ATARI Home Computer merchandise means the gross selling price to the *direct purchaser from Atari* less any discounts, rebates, allowances, transportation, installation, handling charges, taxes, cancellations, returns, service charges, payment terms, interest and finance charges.



## PERCENTAGE OF PAY

All claims are subject to audit by the Advertising Checking Bureau. Based on A.C.B.'s audit, Atari will reimburse 100% of the audited, actual net cost incurred in advertising ATARI Home Computer products during the advertising period up to, but not to exceed, the balance available in the retailer's Atari Advertising Account.

### CLAIM PROCEDURES

All claims must show proof of performance to be processed. A complete co-op advertising claim includes the customer's debit memo, a complete tear sheet, script, complete circular, invoices proving net costs for the media utilized (space or time charges, production costs, distribution costs). All claims should be submitted to:

**Atari, Inc.**  
**Home Computer Division**  
**Co-op Advertising Dept.**  
**P.O. Box 427**  
**Sunnyvale, CA 94086**

All advertising claims will be paid by a credit memo issued to the retailer or distributor. *Unauthorized deduction of advertising claims from ATARI Home Computer merchandise invoices is forbidden.* Such deductions may be a violation of the FTC and/or Robinson-Patman Acts. *In addition, unauthorized deductions or other serious abuse of the co-op program may result in termination of participation in the program.*

## RETAILER COOPERATIVE GROUPS

A retailer may enter into a cooperative agreement with its distributor in which the distributor agrees to advertise ATARI Home Computer products on behalf of the retailer.

All reimbursements to distributors will be charged at a pro rata basis to the ATARI Home Computer Advertising Accounts of each retailer represented by the distributor.

To qualify for reimbursement, the distributor-sponsored advertising must be directed to the consumer and mention the names of retailers involved; no advertising directed to the retail trade will be acceptable.

Distributor media and claim requirements will be the same as for retailers. In addition to retailer requirements, distributor claims must also include a list of names and addresses of retailers involved in the cooperative agreement.

Distributors must submit claims to Atari.

## RESTRICTIONS

All advertising must be truthful and in good taste. Atari will not reimburse for any advertising that is in any way fraudulent, deceptive, misleading or disputable.

Atari does not review advertising prior to publication, and therefore is not responsible for the contents of any advertising of ATARI Home Computer products by its retailers or distributors.

Atari is under no obligation to verify the truth of any advertising before reimbursement if the claim appears to be valid.

Atari reserves the right to conduct audits at any time for the purpose of verifying claims.

Atari reserves the right to terminate or amend any part of this program at any time, without affecting the status of any advertising expenditures made prior to such termination or amendment.

## COMPETITIVE ADVERTISING POLICY

In any omnibus advertisement, which means a single advertisement offering products for sale in addition to ATARI Home Computer products, Atari will only provide cooperative advertising reimbursement based on the actual portion of the space or time devoted exclusively to ATARI Home Computer product(s). Any omnibus advertisement which contains or mentions products competitive with ATARI Computer products must clearly differentiate, in any reasonable manner, the ATARI Computer product(s) from any such competitive product(s). For example, in a print advertisement this differentiation must be accompanied by using a clearly delineated border contrasting with the background or by using sufficient space between product displays so as to eliminate or at least minimize any confusion on behalf of a consumer as to the identity of the manufacturer of such product(s). Advertising that is in any way confusing in the sole judgment of Atari, will not be eligible for reimbursement. Atari reserves the right of final judgment on any claim submitted for co-op reimbursement.

This policy pertains equally to all products competitive with ATARI Home Computer product(s).

Details of the ATARI Home Computer Co-op Advertising Program Agreement are stated in the Articles which follow.



# COOPERATIVE ADVERTISING AGREEMENT FOR RETAILERS EFFECTIVE JAN. 1, 1982

This agreement replaces and supersedes all prior ATARI Home Computer Cooperative Advertising agreements. Offers are made on proportionally equal terms to all retailers competing for sales customers in the United States and its possessions.

## ARTICLE I: PURPOSE

Atari, Inc. ("Atari") offers a cooperative advertising program which provides for limited reimbursement to retailers who advertise ATARI Home Computer products in the United States and its possessions under the terms of this agreement, in order to increase the sales of selected ATARI Home Computer products to consumers during a specified time period as established by Atari.

## ARTICLE II: BASIC OFFER

A. Atari hereby offers retailers the following options: (1) Atari will establish an ATARI Home Computer Exclusive Advertising Account for each retailer who purchases applicable ATARI Home Computer products directly from Atari during specific buy-in periods; or (2) Atari will establish an ATARI Home Computer Joint Advertising Account for each retailer who purchases applicable ATARI Home Computer products from an ATARI Computer distributor during specific buy-in periods and who enters into a cooperative arrangement with that distributor pursuant to Article III of this Agreement (or a retailer may select a combination of the foregoing options). The Exclusive Advertising Account will accrue funds equal to 5% of the actual net cost to the retailer of ATARI Home Computer products shipped to the retailer during the buy-in period. The Joint Advertising Account will accrue funds equal to 4% of the actual net cost to the applicable distributor of ATARI Home Computer products shipped to that distributor during the buy-in period. NOTE: Each retailer may elect to purchase ATARI Home Computer products directly or through distributors or both in order to participate in either or both of these cooperative advertising account programs.

B. As used herein, the term "actual net cost of Atari Computer merchandise" shall mean the gross selling price to the direct purchaser from Atari reduced by any discounts, rebates, allowances (except for any advertising allowance paid by Atari under this agreement), transportation, installation and handling charges, taxes, cancellations, returns, service charges, payment terms, interest and finance charges.

C. Atari will reimburse for all actual advertising costs incurred in advertising ATARI Home Computer products during the advertising performance according to the terms of this agreement in an amount up to but under no circumstances to exceed the balance contained in a retailer's ATARI Home Computer Exclusive or Joint (as applicable) Advertising Account at the time a valid and complete claim (pursuant to the terms of this agreement) is received by Atari.

D. All claims must be received by Atari no later than 11:59 p.m. of the claim cutoff date for the program in force. Any claims received after this date will not be processed or paid. Atari will pay each claim which qualifies for reimbursement under this agreement by means of a credit memo issued to the retailer or distributor.

E. All unused funds in each ATARI Home Computer Advertising Account created under this agreement will be automatically cancelled on the day following the date set forth in Article II, paragraph D. above. Any and all claims received on or after this cancellation date shall be invalid.

## ARTICLE III: COOPERATIVE ARRANGEMENTS

A. A retailer may enter into a cooperative agreement with its distributor or wholesaler (hereinafter referred to as distributor) whereby the distributor agrees to advertise ATARI Home Computer products on behalf of the retailer. A distributor advertising for a cooperative retailer group or acting as the collecting agent for one or more retailers who have paid the cost of advertising is eligible for reimbursement under the terms of this agreement from the ATARI Home Computer Joint Advertising Accounts of the retailers who the distributor represents.

B. Upon receipt of a timely and complete claim for reimbursement, pursuant to Article V of this agreement submitted by a distributor who has sponsored and paid for a cooperative retailer group's advertising of ATARI Home Computer products, or who is acting solely as a collecting agent for retailers pursuant to this Article, Atari will reimburse said distributor an amount equal to the lesser of (1) the actual net cost, as defined herein, of that portion of such advertising as qualifies for reimbursement under this agreement or (2) the sum of the remaining amounts which have accrued and are unused in the ATARI Home Computer Joint Advertising Accounts of those retailers who the distributor certifies as being parties to a cooperative advertising agreement with said distributor.

C. Atari will reimburse only those distributors who have personally expended the claimed amount on advertising of ATARI Home Computer products or those distributors who have prior written authorization to act as the collecting agent for retailers who have personally expended the claimed amount on advertising of ATARI Home Computer products.

D. All reimbursements paid under this agreement by Atari to distributors for cooperative advertising expenditures will be charged on a pro rata basis to the ATARI Home Computer Joint Advertising Accounts of each retailer who is certified by the distributor as being a party to a cooperative advertising agreement with said distributor. The amounts thus charged to said retailer's Advertising Accounts will be unavailable as funds for reimbursement of any subsequent claim, regardless of (1) whether such claim is submitted by a distributor or the retailer in whose name the account was created, (2) whether the advertising which comprises the basis for the subsequent claim preceded or followed the cooperative advertising for which reimbursement has already been made, or (3) whether a given retailer who was certified as being a party to a cooperative advertising agreement by the distributor to whom reimbursement was made was in fact a party to such agreement.

E. To qualify for reimbursement by Atari, the distributor-sponsored advertising must be such as is reasonably certain to be received by those consumers who are parties to the cooperative advertising agreement, and it must mention the names of said retailers.

F. Claims submitted by distributors pursuant to this Article must fully comply with the claim procedures and requirements set forth in Article V of this agreement. Such claims must also include a complete and current list, signed and dated by the distributor, certifying the names and addresses of all retailers who are parties to the cooperative advertising agreement.

## ARTICLE IV: ADVERTISING REQUIREMENTS

### A. GENERAL

1. All advertising must prominently include the ATARI name, logo, the name(s) and illustration(s) of the selected ATARI Home Computer products being advertised, all pertinent ATARI trademarks (including the " or " symbol), and the name(s) of the retailer(s) where the consumer may purchase said ATARI Home Computer products. Any advertising which incorporates copyrighted material belonging to Atari, must include a valid copyright notice, e.g. ©ATARI 1982.

2. In the case of advertising which is not devoted exclusively to ATARI Home Computer products, Atari will only reimburse the cost of that portion of such advertising which is devoted to ATARI Home Computer products and which otherwise meets the terms and conditions of this agreement. Any omnibus advertisement which contains or mentions products competitive with Atari's must clearly differentiate in any reasonable manner the ATARI Home Computer product(s) from any such competitive product(s) so as to eliminate or at least minimize any confusion on behalf of a consumer as to the identity of the manufacturer of such product(s). Advertising that is in any way confusing, in the sole judgment of Atari, will not be eligible for reimbursement. Atari reserves the right on final judgment of any claim submitted for co-op reimbursement.

3. The advertising costs which qualify for reimbursement by Atari under this agreement shall be limited to the actual net cost of the advertising. As used herein, the actual net cost of the advertising means the amount actually paid to the media utilized less all discounts, rebates, taxes, cancellations or retraction fees, and interest or finance charges.

4. All pertinent rates, circulation, distribution and other data concerning the advertising is subject to verification through independent audit by Atari.

5. The cost of promotional activity which does not meet the terms and conditions set forth in this agreement will not be reimbursed by Atari.



## B. SPECIFIC MEDIA REQUIREMENTS

In addition to the general requirements set forth in Article IV, paragraph A, above, advertisers must utilize a local, regional, or national newspaper, magazine, consumer circular, radio station or television station, and must fully comply with the following requirements:

1. Newspapers and Magazine Advertising
  - a. All newspaper or magazine advertisements must be placed in newspapers or magazine publications of general paid circulation in the geographic area served by the advertising retailer(s).
  - b. Each advertisement must be at least three (3) column inches in size. If the advertisement for Atari is part of an omnibus ad, the space devoted to each applicable ATARI Home Computer product must be at least as large as the largest space in the ad devoted to any competitive products.
  - c. Under no circumstances will Atari's reimbursement for newspaper or magazine advertising exceed the actual net cost.
2. Consumer Circular and Catalog Advertising.
  - a. Atari supplied line art or a quality facsimile is required.
  - b. Under no circumstances will Atari's reimbursement for Consumer Circular or Catalog Advertising exceed the actual net cost of the Atari portion as determined by complete print and distribution documentation.
3. Radio and Television Advertising.
  - a. All radio and television advertising must be on commercial broadcasting (AM or FM) or telecasting stations which have published time rates and which are licensed as such by the Federal Communications Commission.
  - b. The ATARI name must be mentioned at least as many times as the name of the retailer.
4. Non-Media Advertising.
  - a. All advertising and promotion which does not fit in the above categories must be authorized by the ATARI Home Computer Cooperative Advertising Department prior to implementation.
  - b. All proposals must conform with the regulations of the Federal Trade Commission.

## ARTICLE V: CLAIM PROCEDURE AND REQUIREMENTS

- A. GENERAL
  1. All claims for advertising cost reimbursement under this agreement must be received by:  
Atari, Inc.  
Home Computer Division  
Co-op Advertising Dept.  
P.O. Box 427  
Sunnyvale, CA 94086  
and must include the following:
    - a. All required proof of performance documentation as detailed below for each advertising medium and
    - b. Copies of all invoices necessary to prove the actual net cost of the advertising.
  2. Retailers and distributors must not deduct advertising claims under this agreement from subsequent ATARI Home Computer merchandise invoices. ("Persons") that make unauthorized deductions from purchase invoices for alleged advertising or other promotional allowances may be proceeded against under Section 5 of the F.T.C. Act and/or, under some circumstances, Section 2(f) of the amended Clayton Act" (16 C.F.R. 240.14).
  3. All claims must be received by Atari at the above address no later than the cutoff date stated on the program offer to qualify for reimbursement.
  4. Atari reserves the right to conduct audits at any time for the purpose of verifying claims.
  5. All claims submitted by distributors who are acting as the collecting agent for retailers pursuant to Article III must submit either an original or certified copy of each applicable retailer's written authorization to that distributor to act as its collecting agent pursuant to this Agreement.

## B. SPECIFIC CLAIM REQUIREMENTS DEPENDENT ON MEDIA USED

(In addition to the requirements in Article V, paragraph A, above.)

1. Newspaper and Magazine Advertising Claims
  - a. Each and every newspaper and/or magazine advertising claim for reimbursement must include a complete tear sheet indicating the name of the publication and the date(s) of the advertising, and all pertinent invoices and other documents necessary to show the actual net cost of the advertising.

b. If identical advertisements are run in several newspapers and/or magazines, one complete tear sheet is acceptable if accompanied by a list of all publications in which the advertisement was run, a letter certifying that the identical ad ran in each publication listed (ads listed should be grouped by various ad sizes where applicable), and all pertinent invoices and other documents necessary to show the actual net cost of advertising in each publication.

## 2. Consumer Circular and Catalog Advertising Claims.

Each and every consumer circular and catalog advertising claim for reimbursement must include a complete copy of the circular and catalog, copies of all printers' invoices and other documents necessary to show the actual net cost of the advertising, copies of U.S. postal receipts or other proof of the required distribution. Catalogs require certification of the number printed.

## 3. Radio and Television Advertising Claims.

Each and every radio and/or television advertising claim for reimbursement must include all scripts on the ANA/RAB or TvB format, complete continuity proofs, all invoices necessary to show the actual net cost of the advertising, and an affidavit from the station manager which confirms the number of ATARI Home Computer commercials run, the time at which each commercial was run, and that the rates charged are the lowest rates available less all rebates and discounts.

## 4. Non-Media Advertising.

- a. A proposal must be submitted in writing to the ATARI Home Computer Division Sales Promotion Manager.
- b. Approval in writing must be received from the ATARI Home Computer Division Sales Promotion Manager.
- c. Invoices showing net costs to the retailer must be submitted with each claim.

## ARTICLE VI: DISCLAIMERS AND LIMITATIONS

A. Each and every claim submitted to Atari for reimbursement under this agreement is an express representation by the claimant to Atari that all facts contained in said claim are true and said claimant is itself entitled to the requested reimbursement. Atari is under no obligation to verify the truth of any representation before reimbursement if the claim appears valid on its face.

B. Atari's sole and exclusive obligation under this agreement is to reimburse a claimant who submits a timely and complete claim for advertising expenditures, which expenditures qualify for reimbursement under this agreement, in an amount up to but not to exceed the unused portion of the claimant's ATARI Home Computer Advertising Account if the claimant is a retailer or if the claimant is a distributor claiming pursuant to Article III of this agreement, the sum of the unused portions of the ATARI Home Computer Advertising Accounts of the retailers certified by the distributor as being members of its cooperative advertising group. Atari shall not be obligated to pay a claimant any amount in excess of this Advertising Account limit due to the submission by and prior payments to other claimants of claims which turn out to be improper because of inadvertence or unlawful activity (including fraud) by said other claimant(s).

C. Atari does not review prior to publication and therefore is not responsible for the contents of any advertising for Atari under this agreement.

D. Atari's only obligations to any consumer of ATARI Home Computer products, no matter from whom or at what price said consumer purchased those products, are those obligations set forth in the ATARI Home Computer Owner's Manual and Limited 90 Day Warranty. No distributor, wholesaler, agent, representative or retailer of ATARI Home Computer products is authorized to alter, amend, add to, subtract from, expand or in any way change the terms of these obligations and any representation to such effect by any of said persons is not binding on Atari.

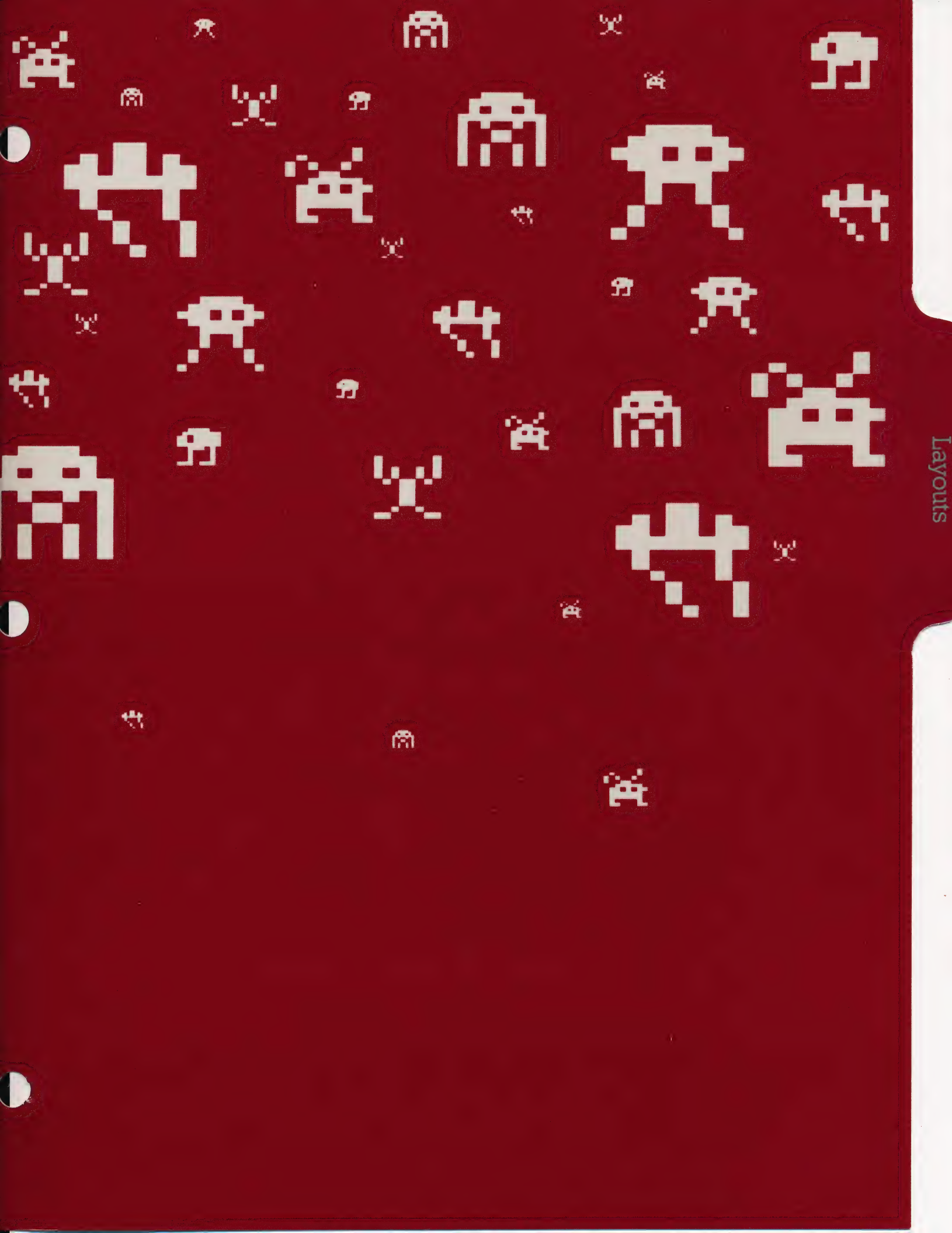
E. Atari is under no obligation to reimburse anyone for any advertisement which contains such representations as described in Article VI, paragraph D, above, or which advertising is in any way fraudulent, deceptive, misleading or disputable. However, reimbursement by Atari of such advertising is not a ratification, adoption, acquiescence or approval of such advertising, and does not alter the rights and obligations of Atari.

F. Atari reserves the right to terminate or amend any part of this program at any time. Such termination or amendment, or the expiration of this program will not affect the status of any advertising expenditures made prior to such termination, amendment or expiration.



A Warner Communications Company











# PAC-MAN COMES HOME AT LAST.



Good news for Pac-Man fans. One of your favorite arcade characters is now available in a great new home computer version from ATARI.

Designed for play on ATARI 400 and ATARI 800 Home Computers, Pac-Man has sensational graphics and sound effects, and better-than-ever on-screen action.

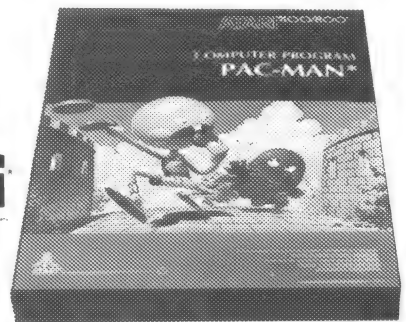
If you're hungry for a little excitement, why not bring Pac-Man home tonight?

## ATARI HOME COMPUTERS

We've Brought The Computer Age Home.™

©1982 ATARI, INC. ATARI 400 and ATARI 800 are trademarks of ATARI, Inc. All rights reserved.

\*PAC-MAN and characters are trademarks of Bally Midway Mfg. Co. licensed by Namco-America Inc.



SAU No. 13 - 6 5/16" x 10 7/16"

Available now at:







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Available now at:

SAU No. 18 - 4 1/4" x 6 1/16"





# ONE GOOD MIND DESERVES ANOTHER.



Celebrate your graduate's achievement in the pursuit of knowledge with a gift that opens up exciting new worlds of knowledge and discovery—an ATARI Home Computer.

Affordable, easy-to-use ATARI Home Computers enable your graduate to tap into a world of educational and business information, learn other languages, compose music, play fascinating games . . . even learn computer programming.

Both the ATARI 400™ Home Computer and the more advanced ATARI 800™ Home Computer combine outstanding color, graphics, sound and animation capabilities in a complete learning environment. A variety of ATARI accessories and programs are available to meet your graduate's growing abilities and requirements.

This graduation, give the gift of knowledge that lasts a lifetime. ATARI Home Computers.

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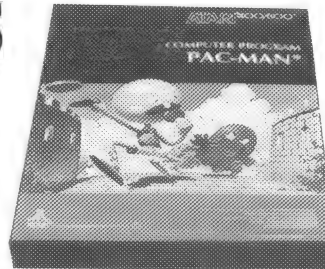
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SAU No. 20 - 4 1/4" x 3 7/16"

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Available now at:



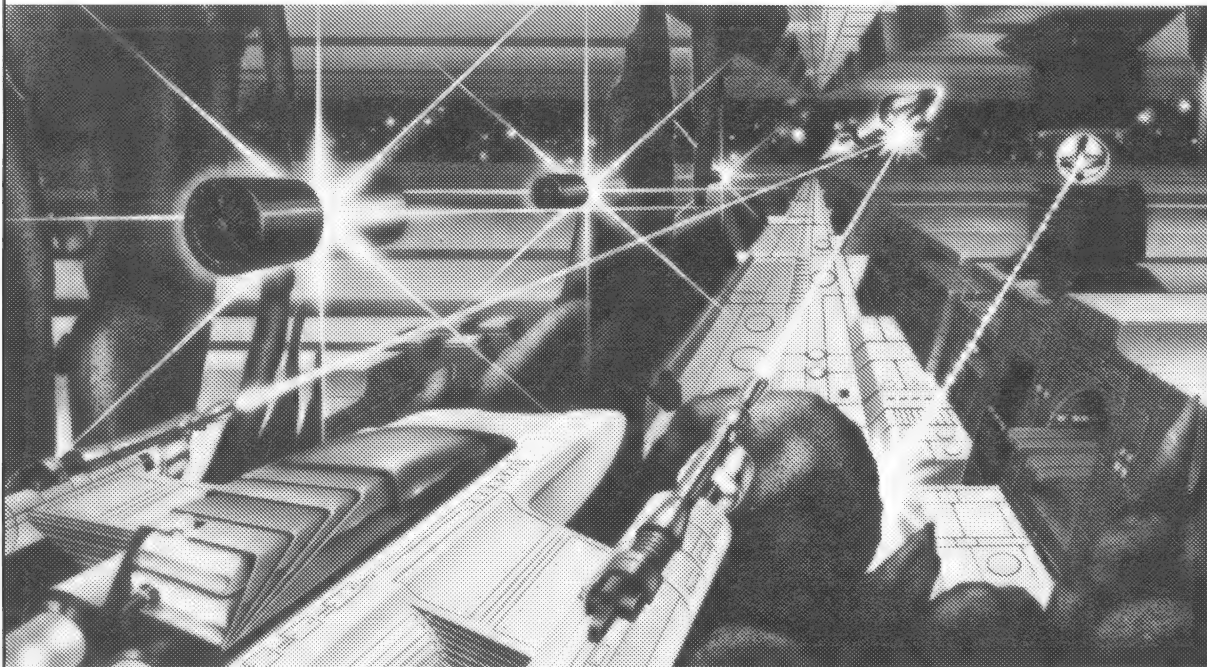
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# NOW ATARI TAKES YOU TO THE CAVERNS OF MARS.™



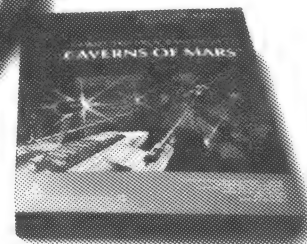
But only you can find the way back! Introducing Caverns of Mars, a sensational new computer game from ATARI designed especially for use on ATARI 400™ and ATARI 800™ Home Computers.

Deep within the Red Planet lies the nerve center of the Martian stronghold, protected by five successive layers of ingenious defenses. Your ultimate mission is to conquer the Martian headquarters, but penetrating each defense system is a feat in itself.

With its exciting graphics and superb sound effects, Caverns of Mars is guaranteed to challenge you, excite you and entertain you. Are you up to it? Come on down and find out!

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**ATARI HOME COMPUTERS**  
We've Brought The Computer Age Home.™

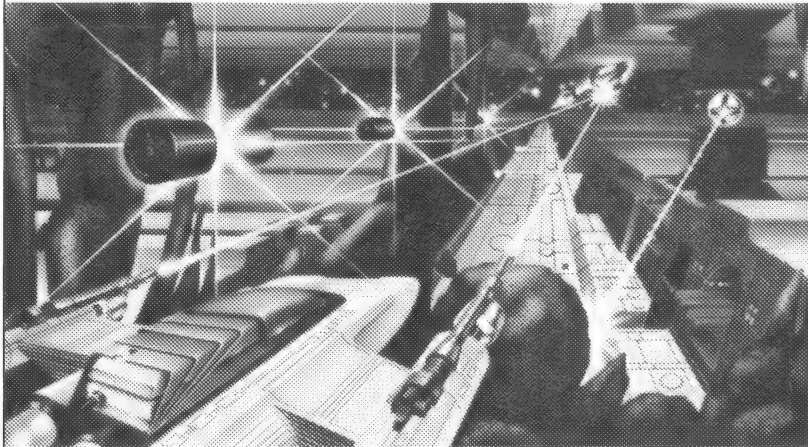


Available now at:





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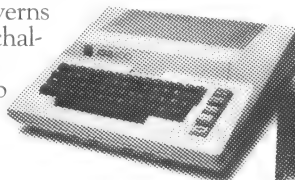
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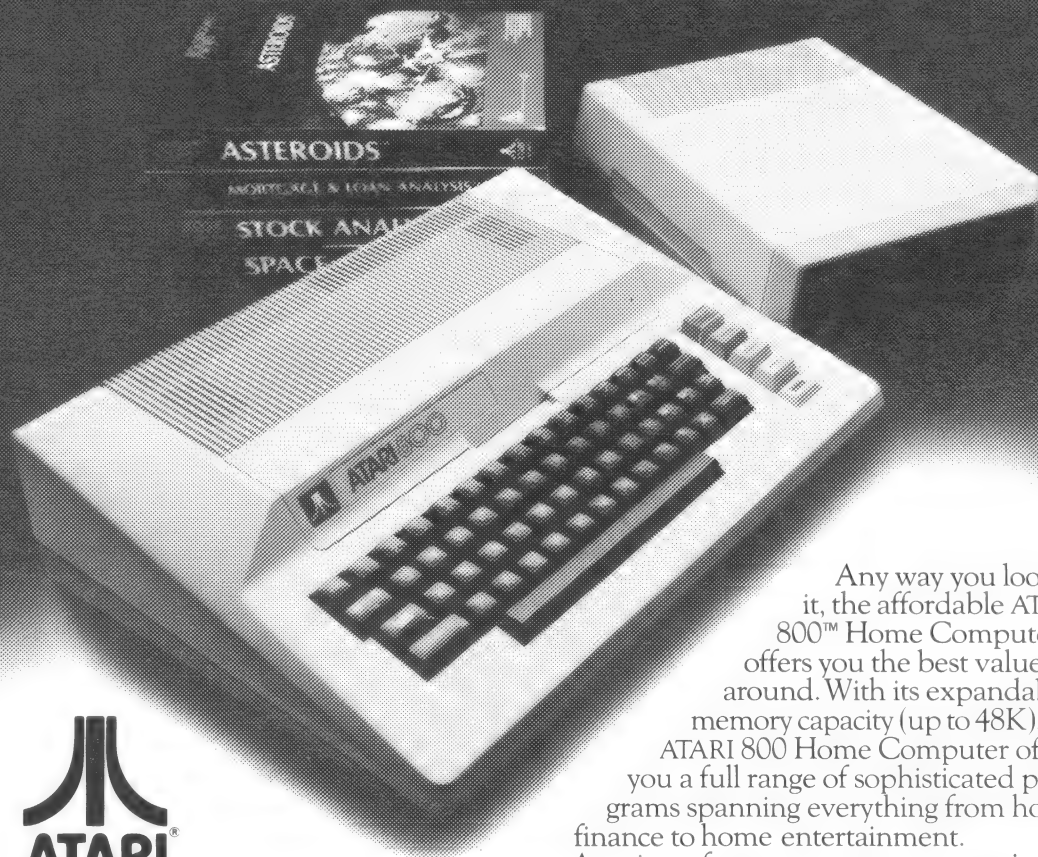
Available now at:

SAU No. 18 - 4 1/4" x 6 1/8"





# NOW ATARI GIVES YOU MORE COMPUTER FOR YOUR MONEY.



Any way you look at it, the affordable ATARI 800™ Home Computer offers you the best value around. With its expandable memory capacity (up to 48K), the ATARI 800 Home Computer offers you a full range of sophisticated programs spanning everything from home finance to home entertainment.

A variety of easy-to-connect accessories lets you expand your ATARI 800 Home Computer as your requirements grow.

Plan and analyze your budget, organize your files or balance your books. The ATARI 800 Home Computer is so versatile and easy to use, the sky's the limit.

But why stop there?

Enjoy Star Raiders™, Asteroids™, Missile Command™ and the sensational home version of Pac-Man,\* computer games that make the most of the ATARI 800 Home Computer's exceptional color, graphics, sound and animation capabilities.

Whatever your computer needs, the ATARI 800 Home Computer has what you're looking for.

## ATARI HOME COMPUTERS

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Available now at:





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Available now at:

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SAU No. 18 - 4 1/4" x 6 1/16"





## NOW ATARI TAKES YOU TO THE CAVERNS OF MARS.<sup>TM</sup>

But only you can find the way back! Introducing Caverns of Mars, a sensational new computer game from ATARI designed especially for use on ATARI 400<sup>™</sup> and ATARI 800<sup>™</sup> Home Computers.

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### ATARI HOME COMPUTERS

We've Brought The Computer Age Home.<sup>™</sup>

Available now at:



SAU No. 20 - 4 1/4" x 3 7/16"

## NOW ATARI GIVES YOU MORE COMPUTER FOR YOUR MONEY.

Any way you look at it, the affordable easy-to-use ATARI 800<sup>™</sup> Home Computer offers you the best value around. With its expandable memory capacity (up to 48K), the ATARI 800 Home Computer offers you a full range of sophisticated programs spanning everything from home finance to home entertainment. A variety of easy-to-connect accessories lets you expand your ATARI 800 Home Computer as your requirements grow. Plan and analyze your budget, organize your files or enjoy computer games like the sensational home version of Pac-Man\* that makes the most of the ATARI 800 Home Computer's exceptional color, graphics, sound and animation capabilities.

Whatever your computer needs, the ATARI 800 Home Computer has what you're looking for.

### ATARI HOME COMPUTERS

We've Brought The Computer Age Home.<sup>™</sup>

Available now at:



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SAU No. 20 - 4 1/4" x 3 7/16"





# ATARI SOFTWARE SALE

## ATARI HOME COMPUTER PROGRAMS LET YOU PLAY AS HARD AS YOU WORK.

Thanks to the ever-growing selection of ATARI software programs, owners of ATARI Home Computers can make sure they play as hard as they work.

Choose from nearly 40 different inexpensive, yet invaluable, ATARI programs including sophisticated business-related programs, languages, and the very latest in entertaining and challenging computer games.

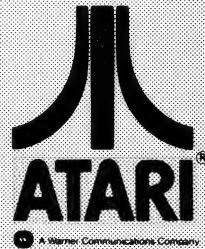
Plus, there's no limit to what the future holds. Because the best minds at ATARI are working night and day on new software programs, all of which can be utilized



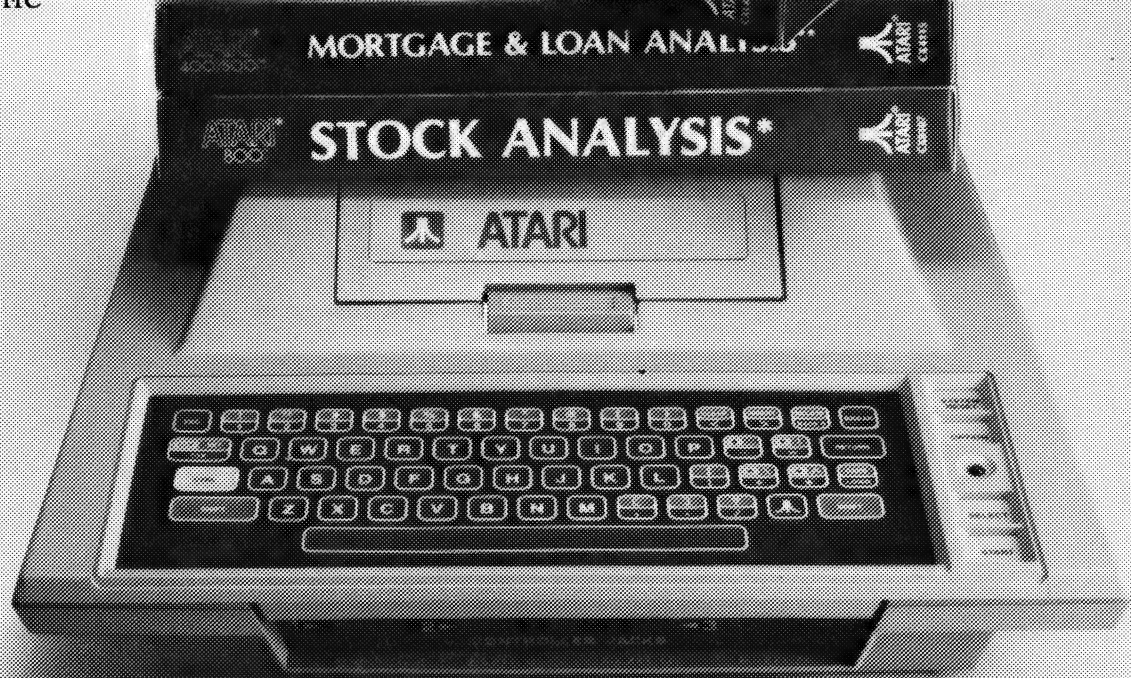
with your ATARI 100 or 500 Home Computer.

So add to your ATARI program library today. Because no home computer should be all work and no play.

©1987 ATARI, INC. All rights reserved.  
Stock analysis available only for the  
ATARI 800™ Home Computer.



**ATARI HOME COMPUTERS**  
We've Brought The Computer Age Home.™



Available now at:

SAU No. 7 - 9<sup>5</sup>/<sub>16</sub>" x 13<sup>15</sup>/<sub>16</sub>"



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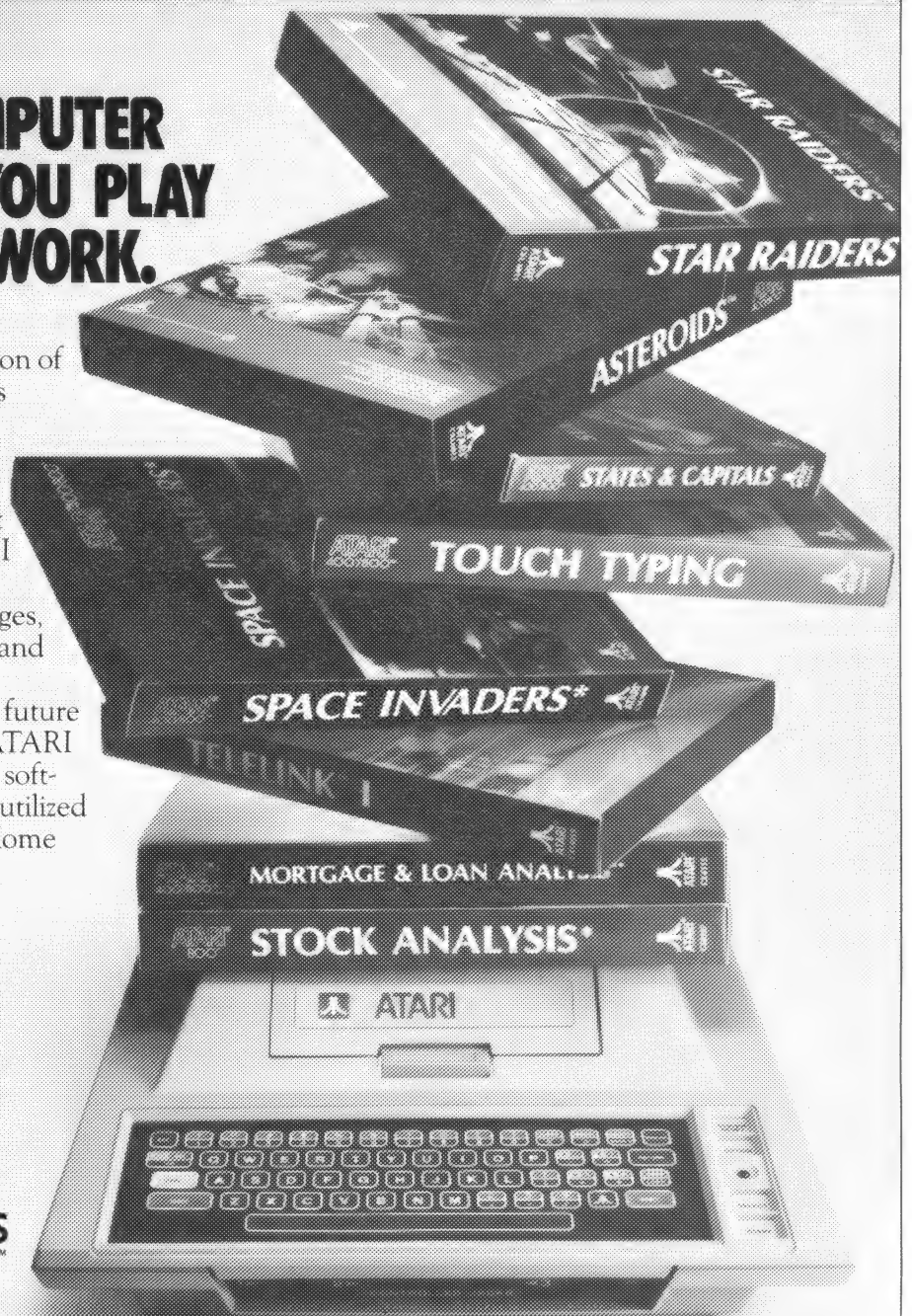
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So add to your ATARI program library today. Because no home computer should be all work and no play.

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Stock analysis available only for the  
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**ATARI HOME COMPUTERS**  
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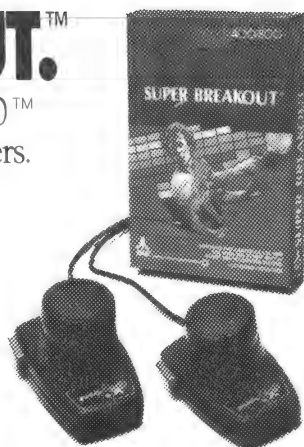


# SUPER BREAKOUT.™

Compatible with both ATARI 400™  
and ATARI 800™ Home Computers.

Retail value

Get game and paddles for just



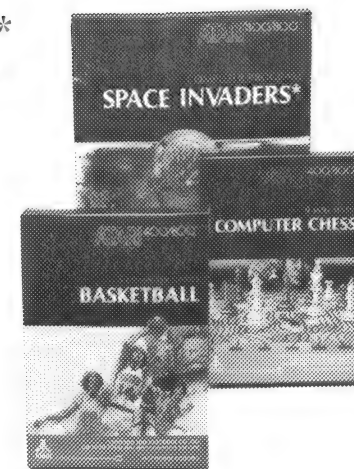
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# GET SPACE INVADERS\* COMPUTER CHESS AND BASKETBALL.

Compatible with both ATARI 400™  
and ATARI 800™ Home Computers.

Retail value

Now just



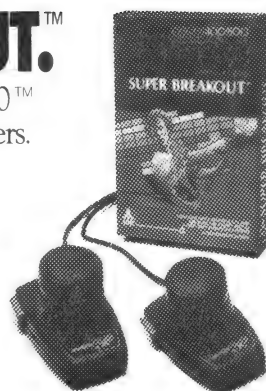
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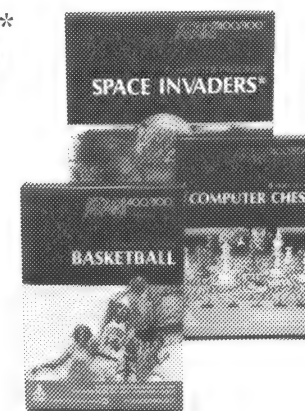
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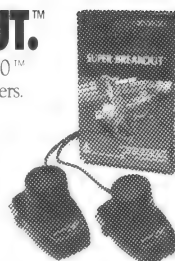
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Now just



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# ATARI® HOME COMPUTERS

## The perfect gift for your whole family.



**A gift for the whole family.** There's nothing mysterious about an ATARI Home Computer. With available programs and accessories, anyone can use one. Students may improve their grades. Adults can maintain the family budget.

**A whole range of capabilities.** With available programs and accessories, ATARI Home Computers can help teach children spelling or students and parents the complex issues involved in setting our country's energy policy. Other programs and accessories turn your ATARI Home Computer into an electronic mail

system, an investment analyzer or even a word processor.

**Start small. Think big.** The ATARI 400™ is a flexible Home Computer. At a very tempting price. If your requirements are more extensive, the ATARI 800™ is an expandable Home Computer. We'd like to show you which one can help you the most.

**Gifts that give.** Come in for a demonstration. An ATARI Home Computer can make a practical, affordable addition to your life. Give your family the gift you can all use.



COME IN FOR A COMPLETE  
DEMONSTRATION



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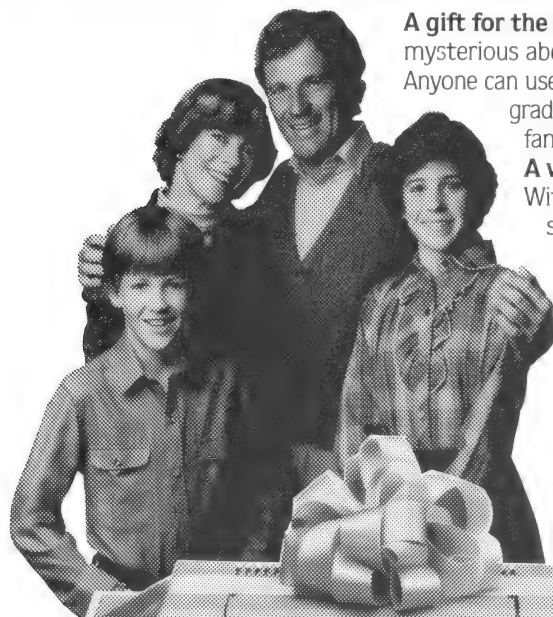
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Company



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COMPLETE  
DEMONSTRATION.





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**The perfect  
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whole family.**

With available programs and accessories, there's an ATARI Home Computer that could instruct your family, communicate with information libraries, analyze your investments, and do word processing. Give your family one gift you can all use.

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Communications  
Company



**We've Brought The Computer Age Home™**

COME IN FOR A COMPLETE DEMONSTRATION

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Choose the versatile ATARI 400™ Computer or the even more remarkable ATARI 800™ Computer. Give your family the practical, affordable gift you can all use.

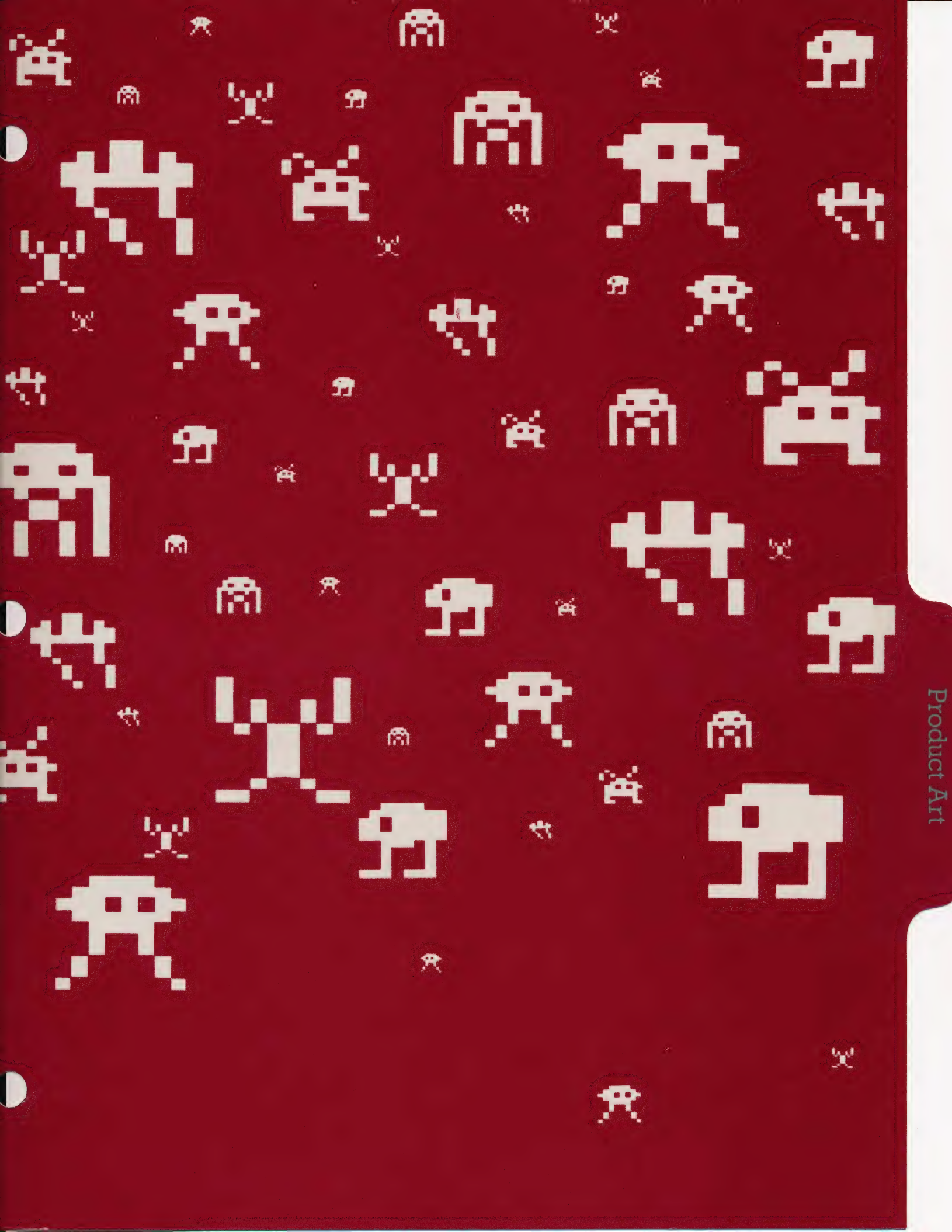
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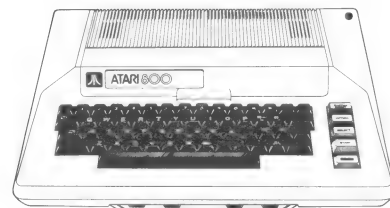
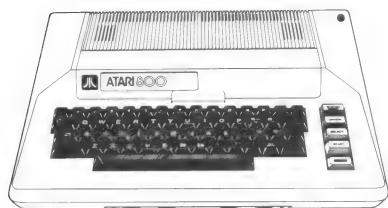
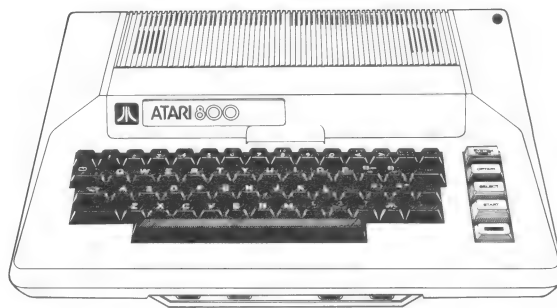
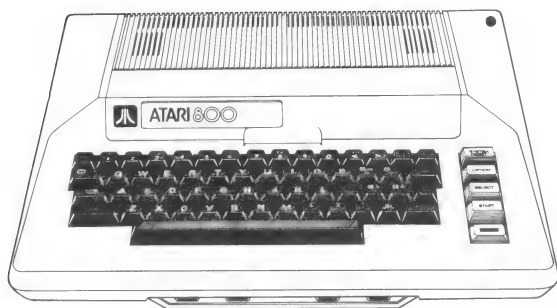
**We've  
Brought the  
Computer Age  
Home...  
ATARI®**



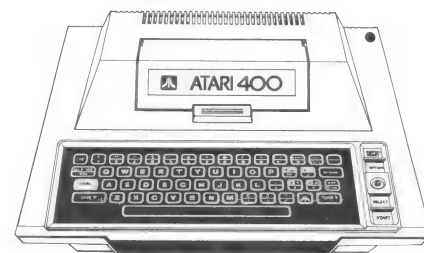
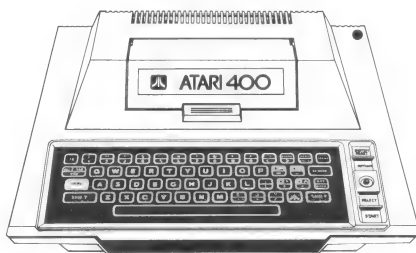




# ATARI 800™ Home Computer



# ATARI 400™ Home Computer

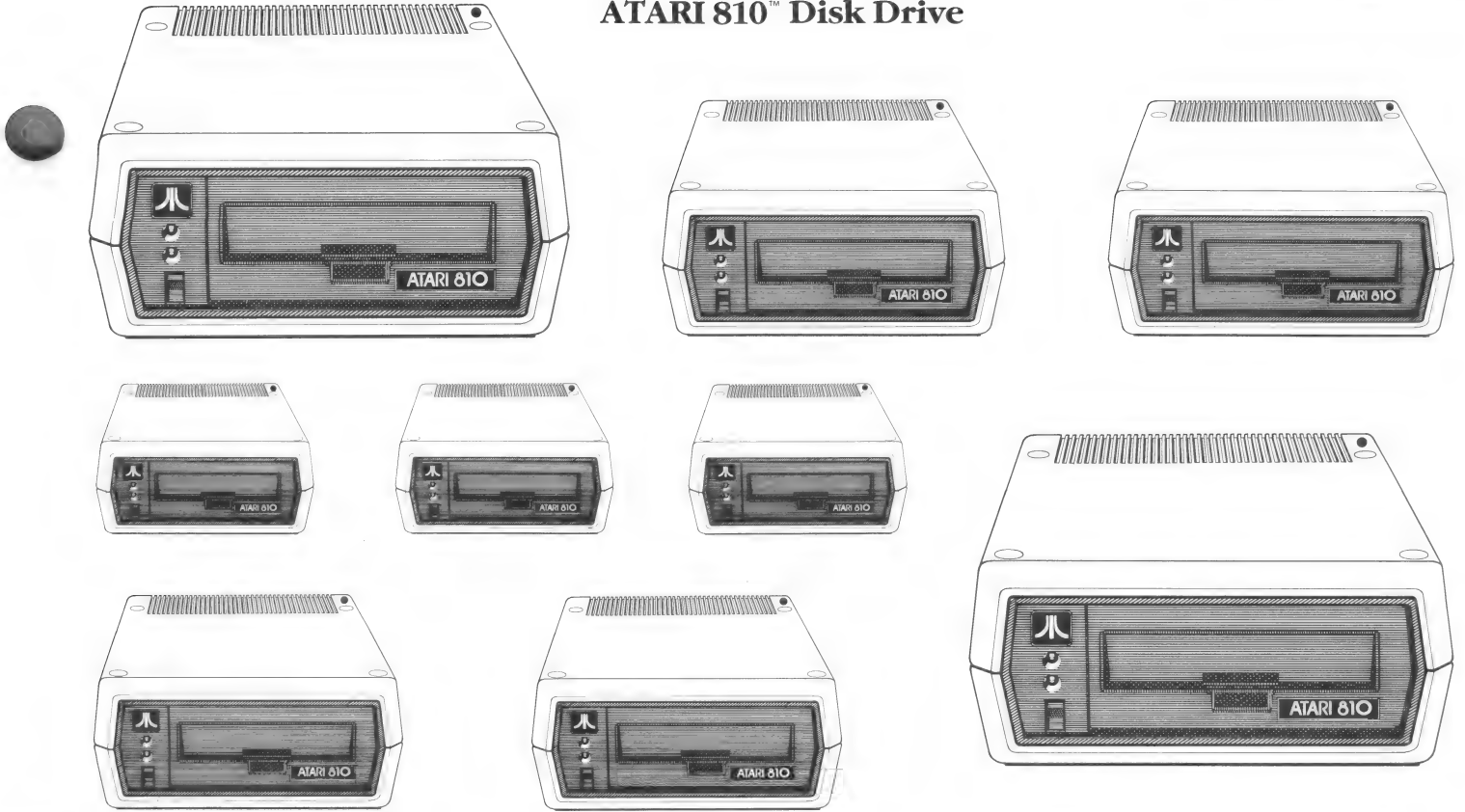


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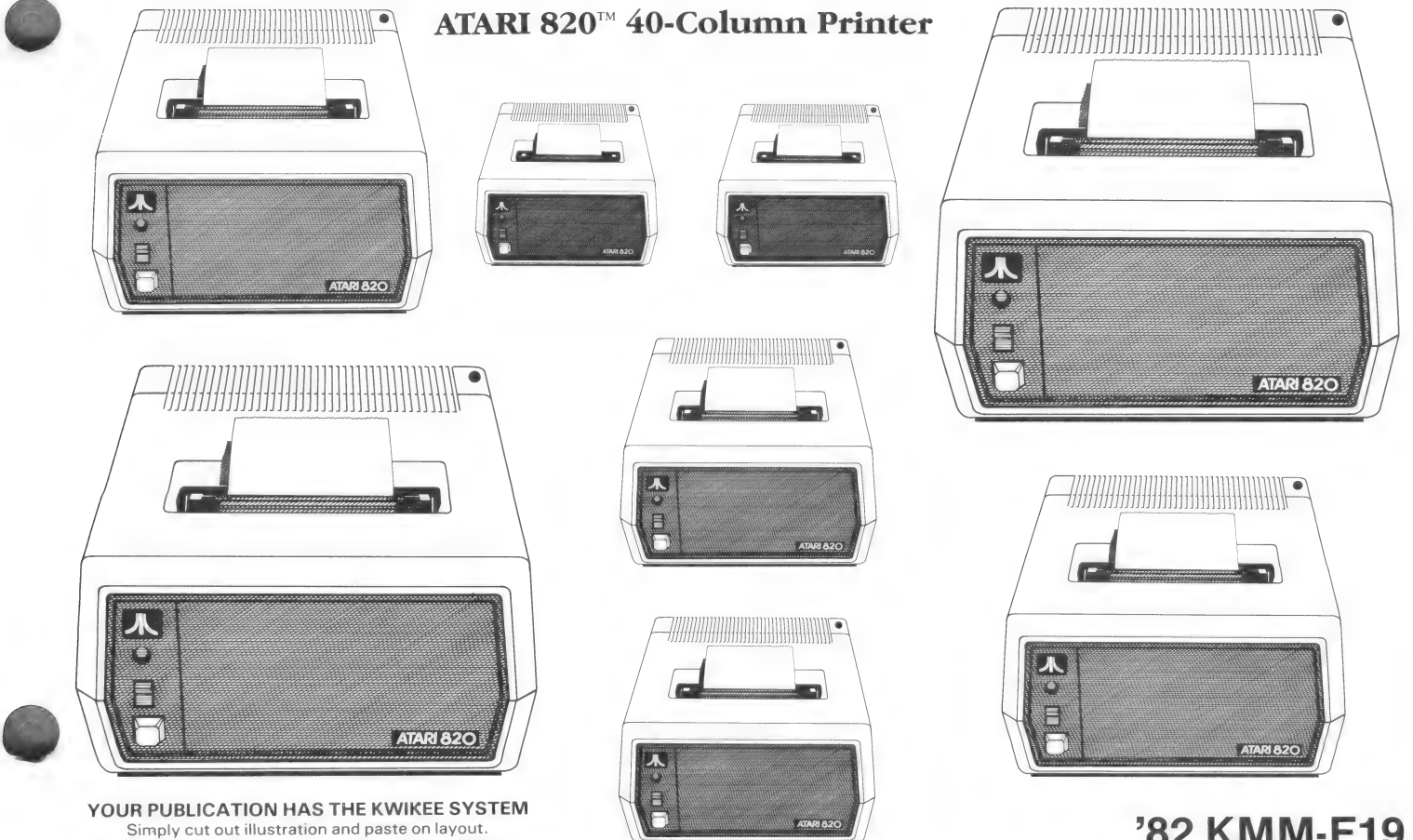
**'82 KMM-F18**



## ATARI 810™ Disk Drive



## ATARI 820™ 40-Column Printer



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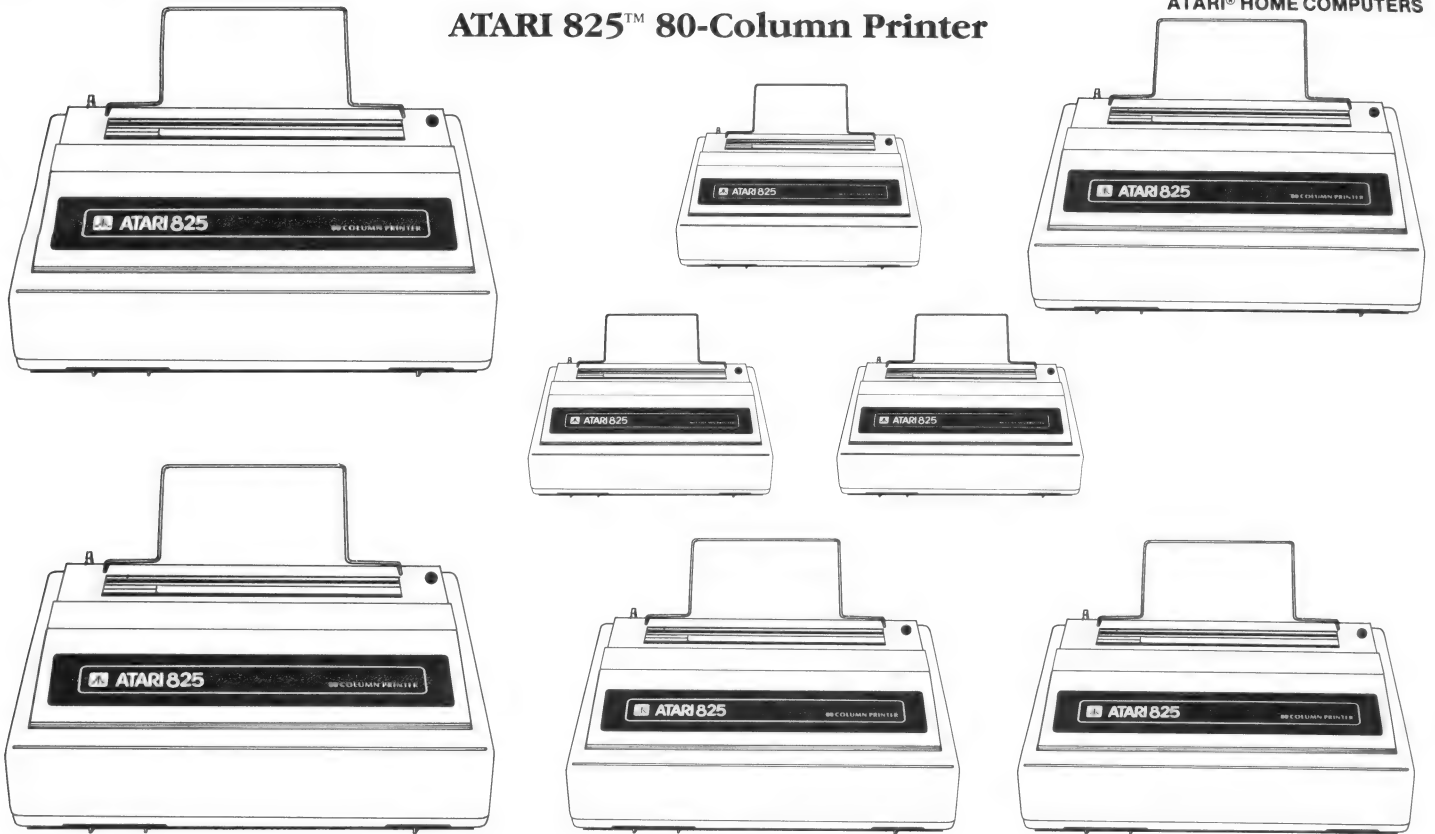
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**'82 KMM-F19**

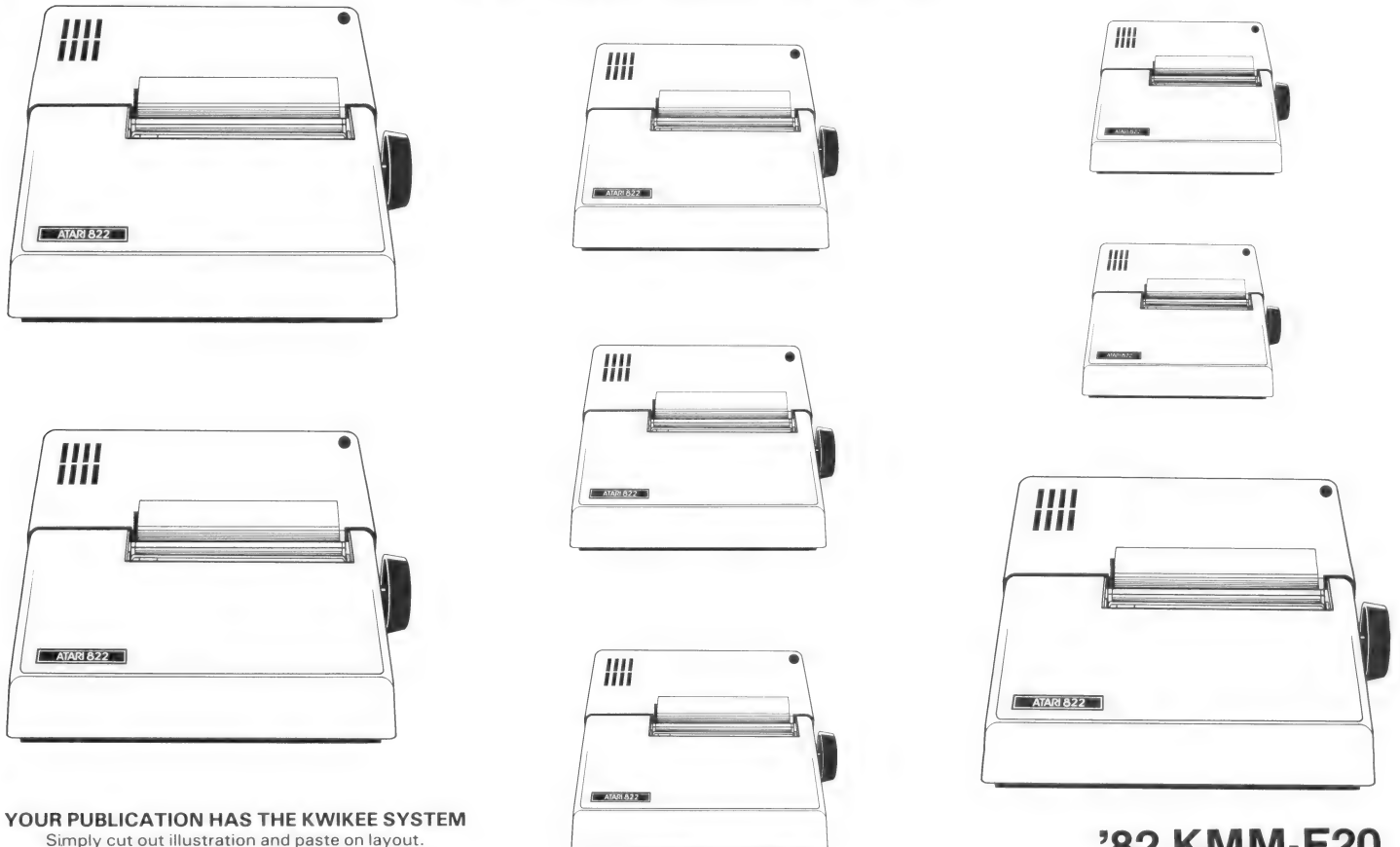




## ATARI 825™ 80-Column Printer



## ATARI 822™ Thermal Printer



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## Cartridge Program

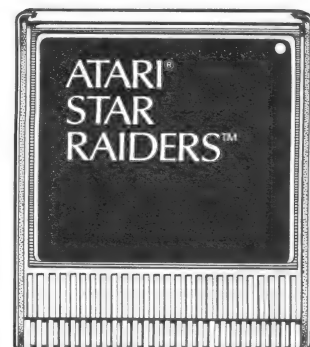
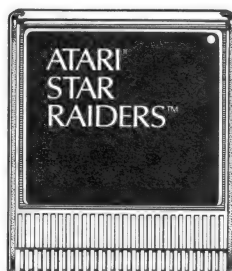
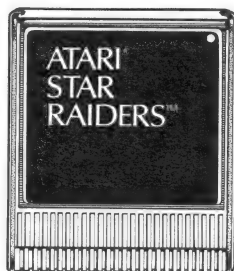
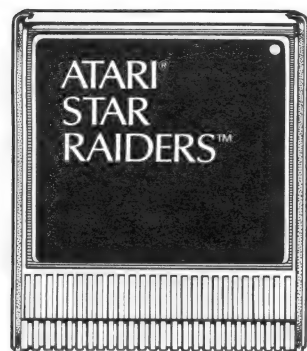
8K RAM Memory Module™  
16K RAM Memory Module™



## Cassette Program



## Cartridge Program



## Diskette Program



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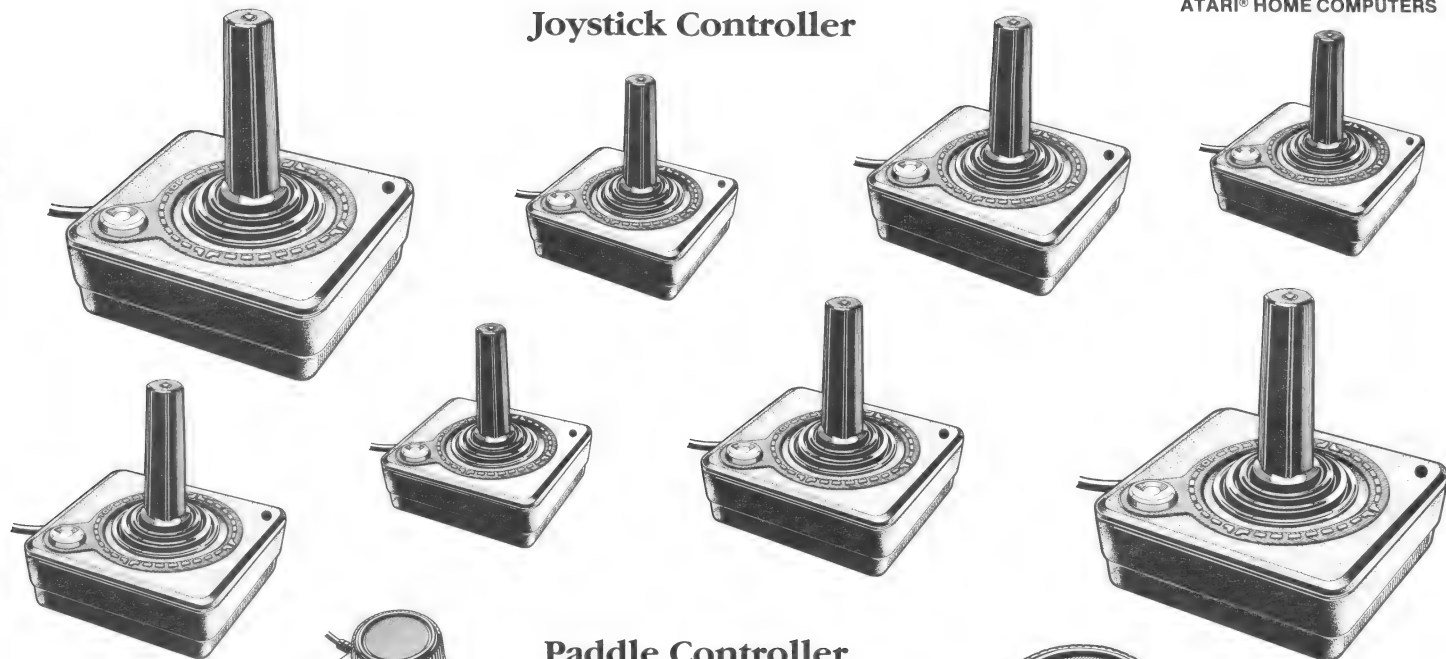
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'82 KMM-F21



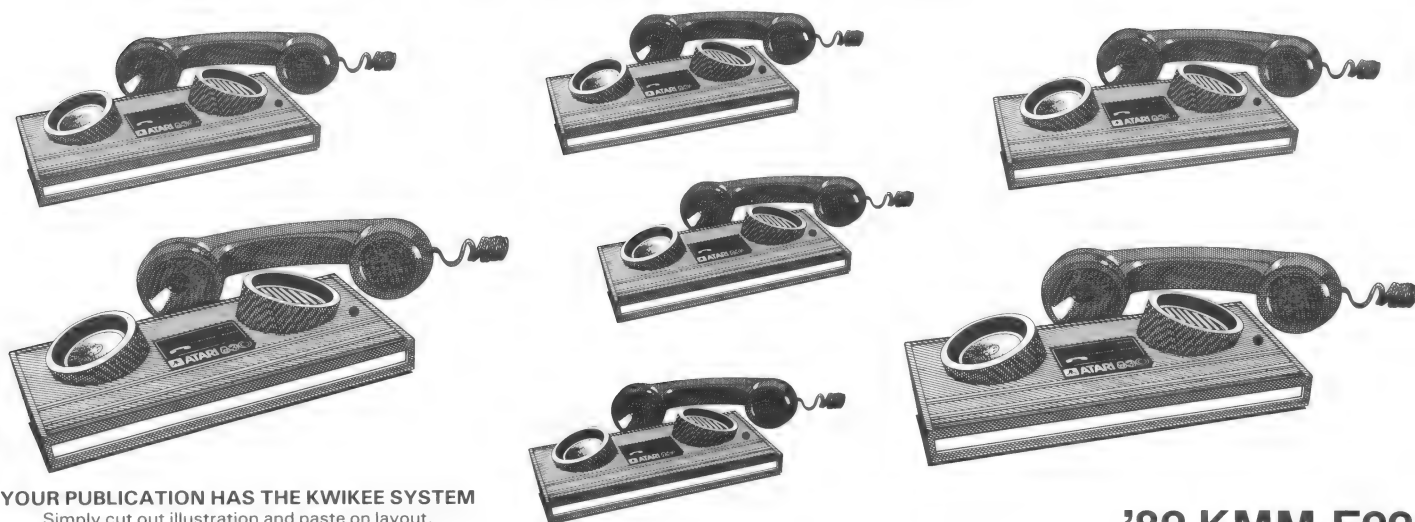
## Joystick Controller



## Paddle Controller



## ATARI 830™ Acoustic Modem



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**'82 KMM-F22**





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Computer Age  
Home...  
ATARI®**

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Computer Age  
Home...  
ATARI**

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Computer Age  
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ATARI**

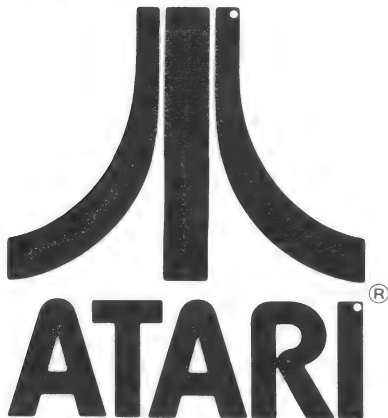
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ATARI**

**We've  
Brought the  
Computer Age  
Home...  
ATARI**

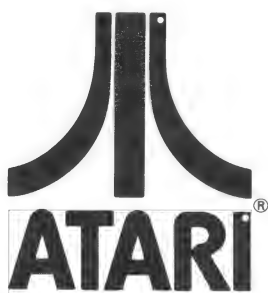
**We've  
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ATARI**

**We've  
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Computer Age  
Home...  
ATARI**

**We've  
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**A Warner Communications Company**



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# PAC-MAN COMES HOME AT LAST.

**NOW ATARI GIVES YOU MORE  
COMPUTER FOR YOUR MONEY.**

**PAC-MAN COMES  
HOME AT LAST.**

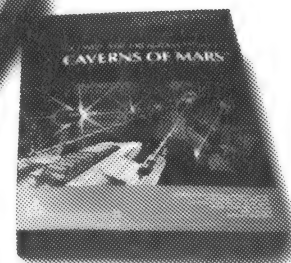
# PAC-MAN COMES HOME AT LAST.



**NOW ATARI TAKES YOU TO  
THE CAVERNS OF MARS.™**

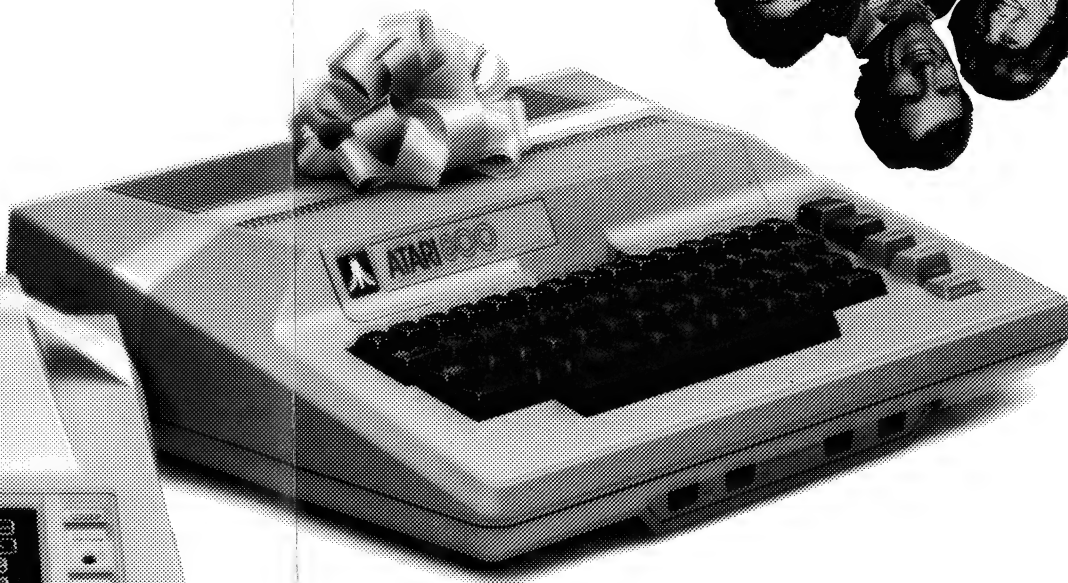
**ONE GOOD MIND  
DESERVES  
ANOTHER.**

# ONE GOOD MIND DESERVES ANOTHER.











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**The perfect gift for your whole family.**

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**The perfect gift for your whole family.**

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**The perfect gift for your whole family.**

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**The perfect gift for your whole family.**

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**The perfect gift for your whole family.**

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**The perfect gift for your whole family.**

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**ATARI<sup>®</sup> HOME COMPUTERS**

**ATARI<sup>®</sup> HOME COMPUTERS**

**ATARI<sup>®</sup> HOME COMPUTERS**

**ATARI<sup>®</sup> HOME COMPUTERS**

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**ATARI<sup>®</sup> HOME COMPUTERS**



# ATARI SOFTWARE SALE

## ATARI SOFTWARE SALE

**ATARI HOME COMPUTER  
PROGRAMS LET YOU PLAY  
AS HARD AS YOU WORK.**

**ATARI HOME COMPUTER  
PROGRAMS LET YOU PLAY  
AS HARD AS YOU WORK.**

**ATARI® HOME COMPUTERS**  
We've Brought The Computer Age Home.™

**ATARI® HOME COMPUTERS**  
We've Brought The Computer Age Home.™

**ATARI HOME COMPUTERS**  
We've Brought The Computer Age Home.™

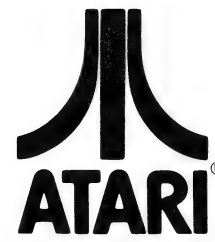
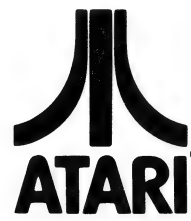
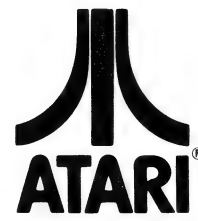
**NOW ATARI® TAKES YOU TO  
THE CAVERNS OF MARS.™**

**NOW ATARI TAKES YOU TO  
THE CAVERNS OF MARS.™**

**NOW ATARI TAKES YOU TO  
THE CAVERNS OF MARS.™**

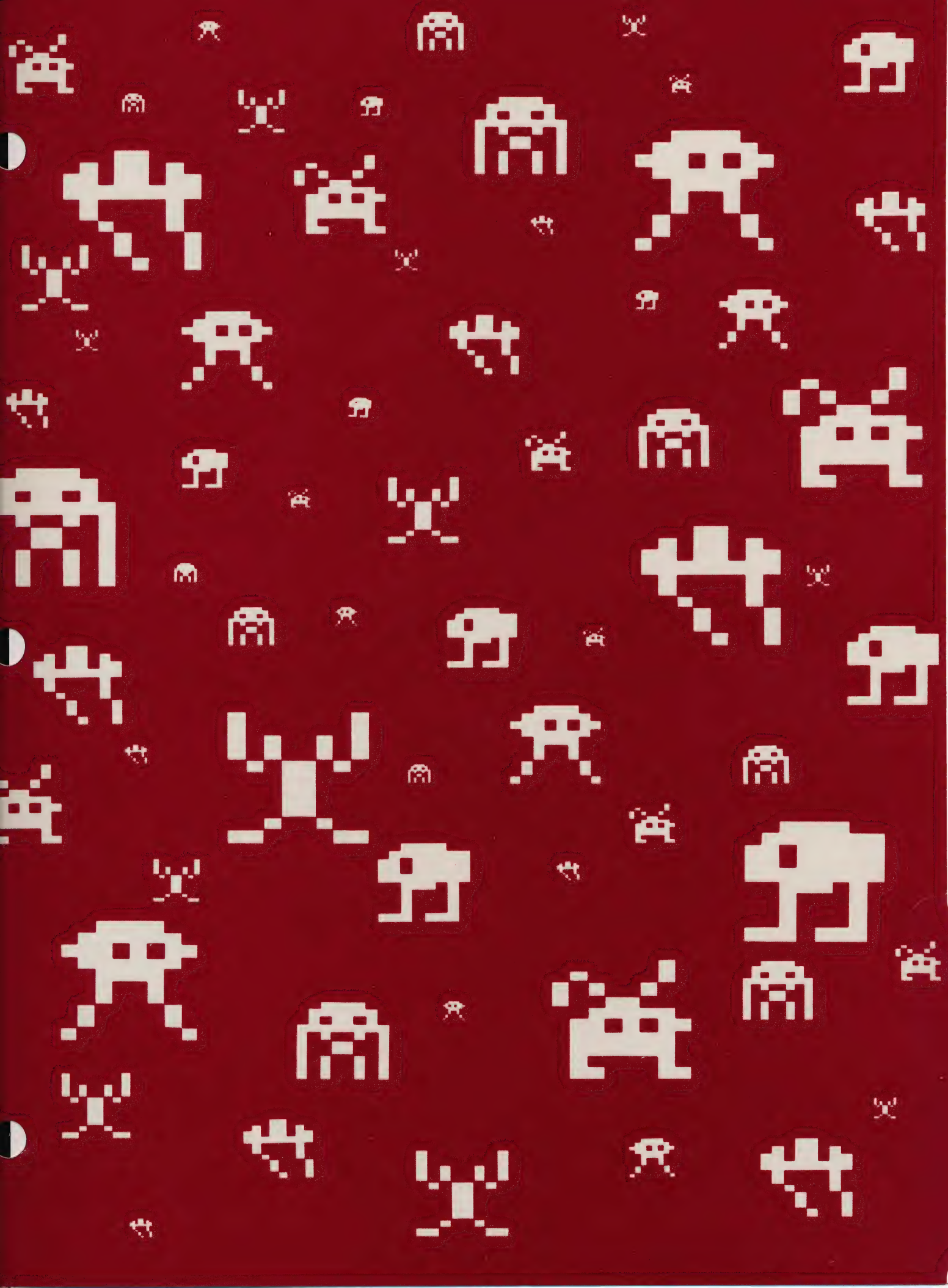
**ATARI HOME COMPUTERS**  
We've Brought The Computer Age Home.™

**ATARI® HOME COMPUTERS**  
We've Brought The Computer Age Home.™







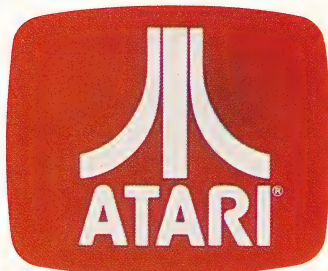






# ATARI HOME COMPUTER

BROKER" : 25



ANNCR (VO): Atari brings the computer age home.



FATHER: Got to run, got to go.



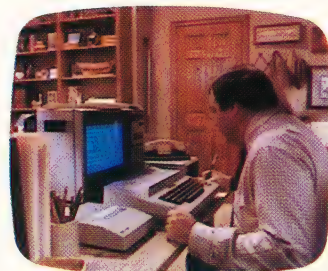
SON: Late again, huh Dad?  
ANNCR (VO): With an Atari home computer...



WIFE: Have a nice day at the office.



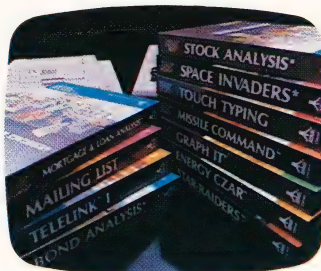
ANNCR (VO): You can work at home



or enjoy a world



of possibilities.



In fact, the hardest part



isn't how



to use it,



but who uses it.  
SON: Market closed Dad. Mind if I do my work?



FATHER: Hey, no, no problem.



ANNCR (VO): Atari home computers.



We brought the computer age home.





# ATARI HOME COMPUTER

"BROKER" :50



(MUSIC UNDER)  
ANNCR (VO): Atari brings the computer age home.



FATHER: Got to run.  
SON: Late again, huh, Dad?  
FATHER: I am not late.



ANNCR (VO): With an Atari home computer...  
WIFE: Have a nice day at the office. FATHER: Bye.



ANNCR (VO): You can bring the world to you.



To work at home or to play star Raiders all day.



WOMAN: We got 'em Chester.



ANNCR (VO): And Atari bio rhythms can even tell you



when to go out.



MAN: I think it's safe to go out today.  
WOMAN: Safe? For who?



ANNCR (VO): But no matter how you use your Atari home computer,



for a price that isn't out of this world,



it offers a world



of possibilities at the touch of a few buttons.



In fact,



the hardest part isn't how to use it,



it's who gets to use it.



SON: Market closed Dad. Mind if I do it from my work?



MAN: Hey no problem.  
ANNCR (VO): Atari home computers.



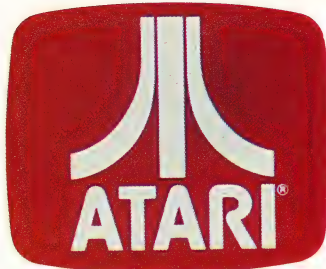
We brought the computer age home.



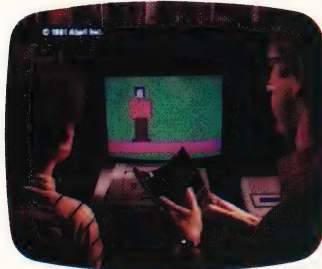


# ATARI HOME COMPUTER

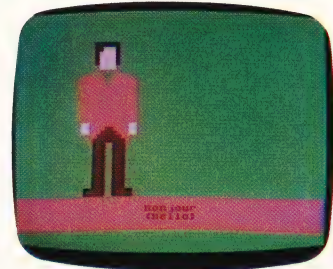
"BON JOUR REV" :25



ANNCR (VO): Atari brings the computer age home.



FATHER: Ready?



COMPUTER: Bonjour.



SON: Bonjeer.



ANNCR (VO): Learn a new language.



SON: Bonjour.



ANNCR (VO): Or take your best shot at missile command.



With Atari 400



home computer, there are a world



of possibilities.



In fact, it could even change your life.



SON: Bonjour, Grandmere.  
Grandpere, comment allez-vous.



ANNCR (VO): The Atari 400 home computer.



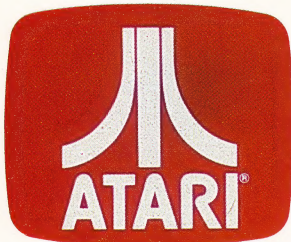
We brought the computer age home.





# ATARI HOME COMPUTER

BON JOUR REV." :50



ANNCR (VO): Atari brings the computer age home.



FATHER: You ready?



COMPUTER: Bonjour.  
SON: Bonjeer.



ANNCR (VO): With an Atari 400 home computer, you can learn a new language.  
SON: Bon jour.



FATHER: That's good.



ANNCR (VO): Link up to a world of information by phone.



MAN: Ta da! Chinese meat-loaf.  
WOMAN: Recipes from the computer. Great idea, George.



Now does it clean up?



ANNCR (VO): Or take your best shot



playing Missile Command.



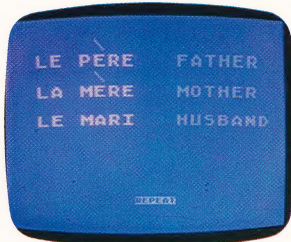
In fact, for a price that isn't



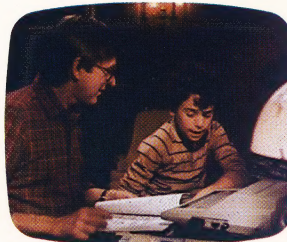
out of this world,



The Atari 400



home computer



can open a world of possibilities, it's so simple,



a child can use it alone.



Yet so advanced, you can even change your life.



SON: Bonjour, Grandmere, Grandpere, comment allez-vous.  
ANNCR (VO): The Atari 400 home computer. We brought



the computer age home.









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**ATARI**

**1982**

**DEALER  
ADVERTISING  
PLANNER**